

Delegate Information
Package

Global IP Exchange

Sawgrass Marriott Resort & Spa
Ponte Vedra Beach, FL
September 30 - October 2, 2007



Global IP Exchange

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Global IP Exchange

The Global IP Exchange will bring together leading corporate intellectual property executives to 'exchange' ideas, forge new partnerships and evaluate the latest strategies to maximize their returns on IP assets.

This exclusive invitation-only event has been created for intellectual property counsel charged with protecting, managing, and leveraging their corporate IP portfolio.

Event highlights include:

- **Abbott, Eli Lilly, Red Hat, and Time Warner** on managing post patent reform costs and portfolio sustenance
- **Apple and Yahoo!** discussing strategies to develop corporate value
- **Ford Global Technologies** on enhancing IP department output
- **JP Morgan Chase** on evaluating IP productivity
- **The Procter & Gamble Company** on a unique approach to licensing
- **WIPO** on increasing predictability and positive resolution in ADR

How are you ensuring that your company is maintaining competitive advantage? What are you doing to ensure that your company's IP is protected globally? What "outside the box" strategies are you using to elevate your IP ROI?

Join the country's leading intellectual property minds September 30 – October 2, 2007 to hear best practices and benchmark your current strategies.



*Very good forum for exchange of
experience and information.
Better than a conference...*

Chiron Vaccines



The Venue

Exchange venues are exclusive and set outside of major city centers, selected because they are conducive to conducting business without the interruption of phones, employees and other meetings.

The 2007 Global IP Exchange will be held at the Sawgrass Marriott Resort. Set amidst a stunning green background, located along Florida's beautiful Atlantic Coast between Jacksonville and St. Augustine, the Sawgrass Marriott Resort offers a unique escape from the standard hotels in Jacksonville, Florida, blending boundless recreation, rich guest service, and extraordinary surroundings.

Located in picturesque Ponte Vedra Beach, 30 minutes south of downtown Jacksonville, the resort facilities welcome corporate groups with an all-new, state-of-the-art, 56,000-square-foot meeting complex, including a brand new 16,000 square foot Ball Room with 23 ft ceilings. As the largest conference resort between Atlanta and Orlando, and the home of two prestigious TPC golf courses, the Sawgrass Marriott Resort has earned numerous honors as the premier setting for Jacksonville conventions and meetings.

www.sawgrassmarriott.com



Play Where the Pros Play At The World-Famous TPC Golf Course...

As the second-largest golf resort in the United States and the home of the world-famous THE PLAYERS Stadium Course at TPC Sawgrass, the Sawgrass Marriott Resort has earned a reputation for unsurpassed golf. From the manicured greens of the TPC Sawgrass Golf Course to the natural wildlife of the Marsh Landing Country Club, this majestic resort offers the ultimate golfer's getaway, with a mixture of play that is pleasurable for both the proficient golfer and high handicapper.

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The Business of IP

IP in the Boardroom: Strategies to Develop Corporate Value and Boost Shareholder Confidence

As the Chief Patent Counsel for one of the world's most innovative companies, Richard Lutton is responsible for managing all patent related activity at Apple, ensuring IP is in the forefront of their corporate strategy. Since taking over as Vice President, Intellectual Property of Yahoo!, in 2005, Joseph Siino has developed a unique "IP Board of Directors" to address the strategic direction of the company's IP, engaging all stakeholders, and aligning assets with the business.



Richard Lutton
Chief Patent Counsel
Apple Inc.



Joseph Siino
Vice President of Intellectual Property
Yahoo! Inc.

Increasing Your Bottom Line: Adopting Functions that Enhance IP Department Output

Bill Coughlin is the President and CEO of Ford Global Technologies, LLC (FGTL), which is responsible for managing all intellectual property matters of Ford Motor Company across all brands and subsidiaries on a global basis. Bill will discuss how, FGTL's five sets of functions reinforce departmental output and help them increase the impact that IP can and should have on a company's future.



William Coughlin
President and CEO, Ford Global Technologies, LLC
Ford Motor Company

Measuring Success: A Financial Approach to Evaluating IP Productivity

Andrew Cadel is focused on developing and commercializing IP as a direct support to core business functions. This has helped him justify the resources tied to the IP department, in what can be described as a non-traditional IP environment, through increased overall corporate profitability and tangible returns. This discussion will identify financial methods that will enable you to evaluate returns and ascertain productivity of your IP department.



Andrew Cadel
Managing Director and Chief Intellectual Property Counsel
JP Morgan Chase

Setting-up an Independent IP Holding Subsidiary: A Cost-Benefit Analysis

To boost profits in an extremely competitive telecom market, BellSouth created two subsidiaries to protect and manage its IP assets. Was it worth it? Through this panel Michael Bishop and Carol Beckham will discuss the risks and rewards of creating an aggressive independent IP holding company.



Carol Beckham
Vice President
BellSouth Intellectual Property Marketing
and Management Corporations



Michael Bishop
Chief Intellectual Property Counsel
BellSouth Corporation

Leveraging IP Assets

Applying Unique License Negotiation Practices

Upon its creation in 1996, the Global Licensing department at P&G was charged with the commercialization of 28,000+ patent technology assets, 300+ global trademarks and extensive processes and know-how. It has now been transformed into a robust and proactive External Business Development organization that is also responsible for finding external technologies, "cooked products", and business propositions that can be brought in-house. While this accelerates innovation in-house; the value derived from their out-licensing initiatives increase the bottom line.



Jeff Weedman
Vice President, External Business Development
The Procter & Gamble Company

Preventing Dilution: Strategies to Sustain Famous Marks

The strengthening of the US Trademark Dilution Revision Act 2006 provides protection for famous marks against unfair competition. As the manager of several famous marks, Jacqueline Leimer will address how legal guidance in corporate advertising, marketing and research programs will assist corporations extend protection of this act to their trademark portfolio.



Jacqueline Leimer
Vice President and Associate General Counsel, Global Intellectual Property
Kraft Foods

The Next Big Deal: M&A Transactions and the New Dynamic in Licensing IP

Achieving targets in growth and profitability in an extremely competitive global market are now, more than ever, very closely tied to transactional successes of companies. From an IP perspective, Jesse Jenner, Steve Wilcox and David McIntosh from Ropes & Gray will provide insights into successfully structuring, negotiating and closing major M&A and licensing transactions. This discussion will also highlight creative deal structures that mitigate risk. Furthermore, they will utilize examples of how they have advised companies in complex M&A, licensing and collaboration transactions to alter traditional business models in light of recent changes in the marketplace.



Jesse J. Jenner
Partner
Ropes & Gray LLP



Steven A. Wilcox
Partner
Ropes & Gray LLP



David M. McIntosh
Partner
Ropes & Gray LLP

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Strategic Portfolio Management

Improving Organizational Synergy to Leverage Your Portfolio

The IP portfolio and associated rights exist to serve and assist core business functions. A portfolio's value is therefore closely associated with the stakeholders that "own" the IP and true business intentions behind the respective products. Nicholas Leach and Charles Dadswell will address the approaches IP counsel must take in the consultation and negotiation of portfolio maintenance and management with all IP "owners".



Nicholas Leach
Vice President and Chief Patent Counsel
Kimberly-Clark Corporation



Charles E. Dadswell
Vice President, US Intellectual Property
GlaxoSmithKline

Post-Reform Patent Prosecution: Controlling Costs While Sustaining Your Portfolio

Under the proposed patent reforms and the resulting "ongoing opposition", upholding patented innovations will become an even more tedious task for any IP counsel. Through the shared experiences of this diverse group of panelists, this discussion will uncover required changes in departmental resource allocation and cost effective strategies that will help maintain your patent portfolio value.



Robert DeBerardine
Chief Intellectual Property Counsel
Abbott Laboratories Inc.

Charles Fish
Vice President and Chief Patent Counsel
Time Warner Inc.



Doug Norman
General Patent Counsel
Eli Lilly and Company



Mark Webbink
Deputy General Counsel
Red Hat

Enhancing IP Protection

Executive Roundtable: Patent Litigation Strategies that Increase Your Odds for Success

This discussion will address the latest issues in patent litigation, including venue selection and rocket dockets, standards for establishing obviousness and reexamination procedures and trends, providing delegates with an understanding of how to effectively deal with prevalent challenges in litigation management.



Paul Berman
Partner
Covington & Burling LLP



George Pappas
Partner
Covington & Burling LLP



Roderick McKelvie
Partner
Covington & Burling LLP



Andrea Reister
Partner
Covington & Burling LLP



Anthony Dibartolomeo
Vice President, Intellectual Property Litigation
SAP

Increasing Predictability and Positive Resolution in International ADR

ADR is a cost and time effective alternative to litigation, but the question still remains: why do not more in-house counsel choose ADR as their first option for dispute resolution? As General Counsel for British American Tobacco's IP management company, BATMark, Toe Su, will provide insight into the pros and cons of utilizing ADR in IP related disputes. The WIPO Arbitration and Mediation Center administers commercial disputes involving technology and intellectual property transactions, in addition to having processed over 10,000 domain name cases involving parties from 137 countries. Erik is involved in the development of methods aimed at increasing the efficiency of dispute resolution.



Erik Wilbers
Acting Director
WIPO Arbitration and Mediation Center



Toe Su Aung
General Counsel, BATMark Ltd.
British American Tobacco plc

Incorporating Economic Prediction into Your Global IP Plan

From the fall of the Berlin Wall to the rise of Asian economies; all these international political and economic incidents have had a substantial impact on corporate strategy. In this presentation, John will address why IP counsel today need to be at the frontline of economic prediction to navigate their global IP policy. This session will disclose a macro view of the best economic value patenting countries and top ten micro-economic considerations for territorial patent strategies to maximize protection and returns on your investment.



John Hornickel
Chief Intellectual Property Counsel
PolyOne Corporation



Who you will meet

Delegates

Delegates at the Global IP Exchange will network with others who are responsible for intellectual property within their organizations including those with the titles of:

Chief Intellectual Property Officer / Counsel	Chief Patent Officer / Counsel
General Counsel (IP)	Chief Trademark Officer / Counsel
Assistant / Associate General Counsel (IP)	VP, Intellectual Property
Deputy General Counsel (IP)	VP, Licensing / Business Development – Intellectual Property
Head of Intellectual Property	

Service Providers

Service Providers attend by invitation only and are selected strictly based on the requirements of attending delegates. The service providers at the Global IP Exchange specialize in the following areas:

Antitrust

Trade and Competition Disputes
Trade Secrets and Unfair
Competition Litigation

Copyrights

Copyright Applications and Registrations
Advertising, Marketing & Promotions
Copyright Licensing
Copyright Litigation

Dispute Resolution

Alternative Dispute Resolution
ITC (International Trade Commission) Proceedings

IP Business Services

Database Management
Document and Records Management
IP Asset Management
IP Audit
IP Insurance Services
IP Litigation Support and Management Services
IP Portfolio Management
Language and Translation Services
Legal Information Systems and Publishers
Mergers and Acquisitions
Remote Document Sharing, Management and Retrieval
Risk Analysis and Management
Staffing and Recruitment
Tax and Transfer Pricing
Trial Research

IP Licensing

Escrow Agents
License Valuation Services
Licensing and IP Transactions
Transactional Counseling
Transfer Agreements and Contracts

Patents

Design Registration and Protection
Literature and Prior Art Search
Patent / Claim Mapping
Patent and Licensing Services
Patent Database Management
Patent Drafting and Proofreading
Patent Litigation Patent Mining
Patent Portfolio Management
Patent Procurement
Patent Prosecution and Applications
Patent Renewal and Analytics

Trade Secrets

Data Security & Privacy
Employment Contracts and Non-Disclosure Agreements
Trade Secret Litigation

Trademarks

Domain Name Registration and Management
Mark Protection
Trademark and Brand Management
Trademark Clearance and Registration
Trademark Licensing
Trademark Litigation
Trademark Renewal

Sample Custom Itinerary

Sunday, September 30, 2007

12:30	Registration
3:00	Opening Keynote Session
4:00	Executive Roundtables
5:00	Business Meetings
6:00	Case Study Presentation
7:00	Free Time
7:30	Cocktail Reception
8:00	Gala Dinner

Monday, October 1, 2007

8:00	Executive Panel Discussion
9:00	Business Meetings
10:30	Case Study Presentation
11:30	Business Meetings
12:30	Lunch
1:45	Executive Roundtables
3:00	Business Meetings
4:00	Break
4:15	Business Meetings
5:15	Case Study Presentation
6:00	Keynote Session
7:30	Cocktail and Networking Reception
8:30	Dinner by the Ocean

Tuesday, October 2, 2007

8:30	Executive Panel Discussion
9:30	Business Meetings
11:00	Keynote Session
12:00	Lunch, Exchange Ends

The Exchange Concept

The 'Exchange' concept was developed to meet the growing demand from senior IP executives to create an event that is exclusive, strategic and constructive. Unlike traditional conferences or trade shows, every session, advisory meeting and roundtable you attend is tied to your specific improvement priorities for 2007/2008. Exchanges are unique in their format, content and benefit - delegates spend time learning about what improvements can be made in their IP departments through conference sessions, peer benchmarking and focused business meetings with service providers.

The Exchange Format

The format of an Exchange is truly unique. Delegates hear case studies from renowned organizations, spend time in structured roundtable sessions with their peers and then have one-on-one business meetings with leading IP experts who can answer questions about making improvements a reality in their organizations.

Unlike traditional conferences, every delegate at an Exchange builds their own custom itinerary.

You will hear case studies that are relevant to you and meet only with service providers that you select who ultimately have the expertise you are looking for.

Four weeks in advance of the event, you will receive a password to the Exchange website. You will select the specific roundtables, keynote sessions and business meetings you wish to participate in. These business meetings are with the country's leading consultants and industry experts, and are an opportunity for you to receive consultations on your current and future initiatives. All attending service provider executives will have completed a detailed profile, including information on their specific expertise. You select the executives you wish to meet in order of priority based on their profiles. At the same time, these service provider executives will review your profile to match their capabilities to your specific requirements. Meetings are then pre-scheduled based on mutual matches – where the executive has requested to meet with you and you have requested to meet with them.

Please see our adjacent Sample Custom Itinerary to see how your time at the Global IP Exchange might be structured.

Good platform for exchange and discussions and benchmarking.

GlaxoSmithKline

Global IP Exchange

Your invitation code is:

PDFW

Please mention this code when you register

- 1 Web:** www.globalipexchange.com
- 2 Call:** 1-416-597-4767
- 3 Fax:** 1-416-596-0182
- 4 Mail:** International Quality & Productivity Center
60 St. Clair Ave East – 3rd Floor, Toronto ON M4T 1N5

For more information call 1-416-597-4767 or email exchange@iqpc.com

Please register me for the Global IP Exchange

Please note the Global IP Exchange is intended for the most senior level IP executives in your organization – please call if you are not sure if you qualify

Name _____
Job Title _____
Company _____
Address _____
Direct Phone Line _____ Mobile _____
Email _____
Fax _____ Website _____

Please email me information on other relevant events.

The Registration Fee Includes:

- * 2 nights accommodation at Sawgrass Marriott Resort and Spa
- * Access to the secure Exchange pre-event website to customize your schedule during the Exchange
- * Selection of executive roundtables, keynote presentations and conference sessions
- * Selection of one-to-one business meetings with service providers
- * Breakfast, lunch and refreshments
- * Gala Welcome Dinner on Day 1 and Networking Dinner on Day 2
- * Personal copy of the event catalogue, including participant details and speaker documentation
- * Exchange Operations Manager dedicated to pre-event, on-site and post-event assistance

Payment Details

Credit Card: Visa Mastercard American Express Diners Club

Card No: _____

Cardholders Name: _____

Expiry Date: _____

This registration, upon acceptance by IQPC Exchange, confirms the named delegate as a participant at the Global IP Exchange, September 30 – October 2, 2007. Please note that in the case of cancellation or non-attendance a cancellation fee will apply as outlined in the terms and conditions.

Pricing

Register By 4/18/2007	Save \$700!	\$1250
Register By 5/18/2007	Save \$500!	\$1450
Register By 6/18/2007	Save \$300!	\$1650
Register After 6/18/2007		\$1950

Terms And Conditions:

Payment terms: Full payment is required with registration.

Cancellations and substitutions: Participation in the Exchange is hereby agreed for the named delegate only. In the event that the delegate named is unable to attend due to unforeseen circumstances, written notice of cancellation must be provided 6 weeks in advance of the Exchange. Substitute representatives are permitted to replace the delegate, on guarantee of equivalent authority, and subject to acceptance by the Organizer. Substitutes will only be admitted to the meeting at the Organizer's discretion.

In the case that a suitable substitute is not available, a cancellation fee equivalent to the full registration fee of US \$1,950 will be applied. Any fee already paid will be applied against this charge, and any difference may be charged to the credit card provided above.


Documentation: Participation in the Exchange involves providing information on the nature of the delegate's company activities. This is requested for the sole purpose of maximising the delegate's time at the Exchange, by allowing the Organizer to tailor the program to their needs, and to establish the ability of participating service providers to offer relevant services. The individual delegate agrees to complete and return all documentation and meeting and workshop selections before the requested deadlines, as specified by the Organizer.

Alteration, Postponement or Cancellation of Exchange: The Organizer will strive to adhere to the advertised Exchange program, but reserves the right to alter the package (i.e. location, date, features etc.), if deemed necessary and in the best interest of the Exchange. In the event that the Exchange is postponed, for any reason, including but not limited to Force Majeure, the delegate's registration under this Agreement will be immediately transferred to the rescheduled event. The Organizer is not responsible for any loss or damage as a result of an alteration, postponement or cancellation of any Exchange, and shall assume no liability whatsoever in the event this is due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

Miscellaneous: The delegate agrees to hold the Organizer harmless for any injury or death that may occur at the Exchange. The Organizer is not responsible for the conduct of the delegates while at the Exchange, and is also not responsible for any costs, damages and/or expenses associated with the delegate's transportation to/from the Exchange, hotel accommodations or third party services, whether or not arranged by the Organizer in connection with the Exchange.

Event 11311.001


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 Members of Intellectual Property Practice Groups, in-house counsel and senior executives of Fortune 1000 companies benefit from **Global Intellectual Property Asset Management Report's** in-depth analysis of law and regulatory activities that are reshaping the world of intellectual property management. This is a WorldTrade Executive publication.

Earn CLE Credits

IQPC will seek CLE accreditation in those states requested by registrants which have continuing education requirements. This is subject to the rules, regulations and restrictions dictated by each individual state organization. Application for accreditation of this course or program in all CLE approved states is currently pending.